

Vent Shaft at

Euston Road and Gower Street
London NW1 1HS

Roadside Advertising Proposal

Application Submission
September 2018

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Introduction

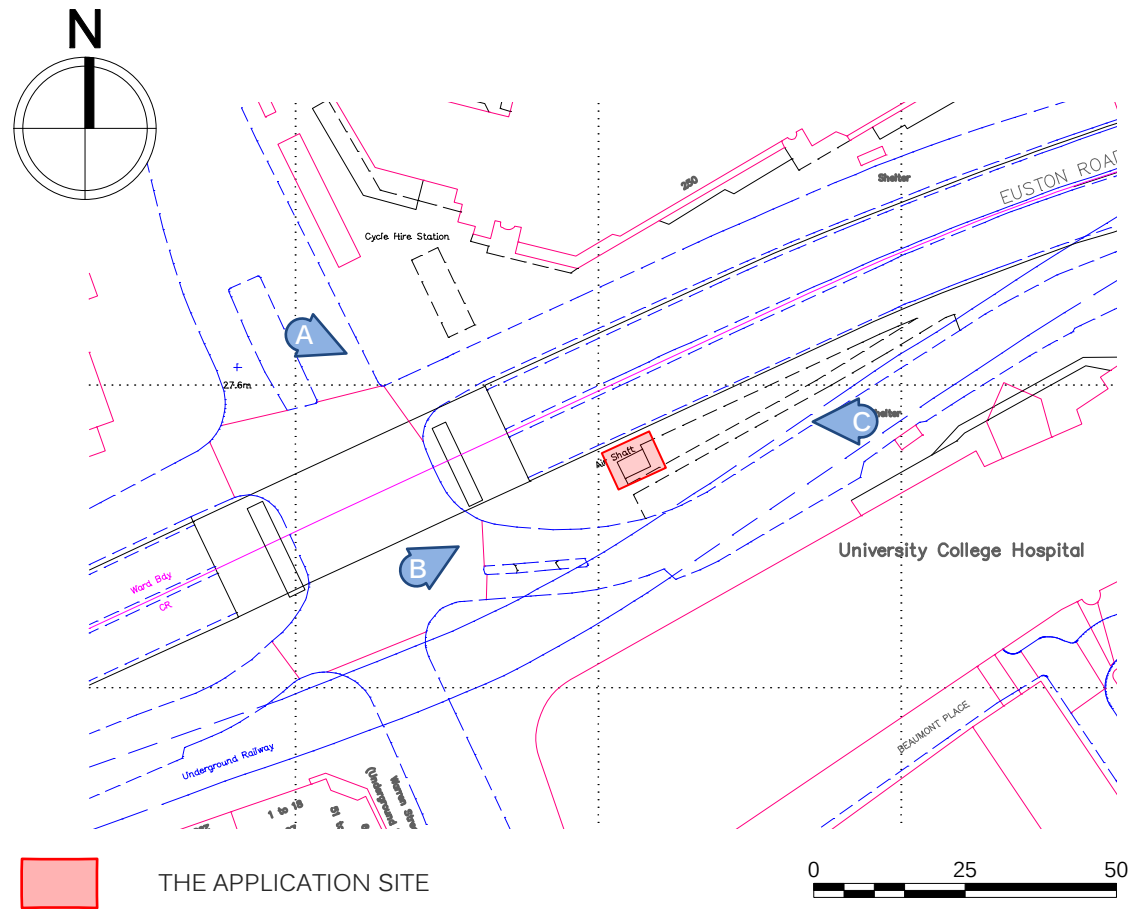


Transport for London's (TfL) ventilation shafts are essential to the operation of the Underground network. However, these fundamental pieces of infrastructure can be imposing on their urban settings. The vent shaft at Euston Circus is such an example with the concrete structure now appearing as a cumbersome presence in the area. Euston Circus, the junction that meets Tottenham Court Road, Hampstead Road and Euston Road, is a major arterial route which sees very high volumes of vehicular and cycle traffic as it sits just outside the congestion zone. Further adding to the congestion of the area are 2 tube stations, Warren Street and Euston Square stations, and 11 bus routes that alight at and travel through the junction. Euston Circus therefore acts as an important interchange zone that sees high levels of pedestrian, cycle and vehicular traffic throughout the day.

The area around Euston Circus also houses a number of high profile offices and facilities largely characterized by modern medium to high rise buildings. Unlike the rest of the area, the south west corner of the Circus offers a slightly different character with medium rise brick or Portland stone buildings, including Warren Street tube station. TfL in partnership with Camden Council, Design for London and British Land has worked towards a simplified design of the Euston Circus junction layout, allowing direct pedestrian crossings and improved access to nearby Tube stations and University College London Hospital (UCLH). The design sought to deliver a new public space through wider pavements, cycle parking, trees planting and Legible London signage.

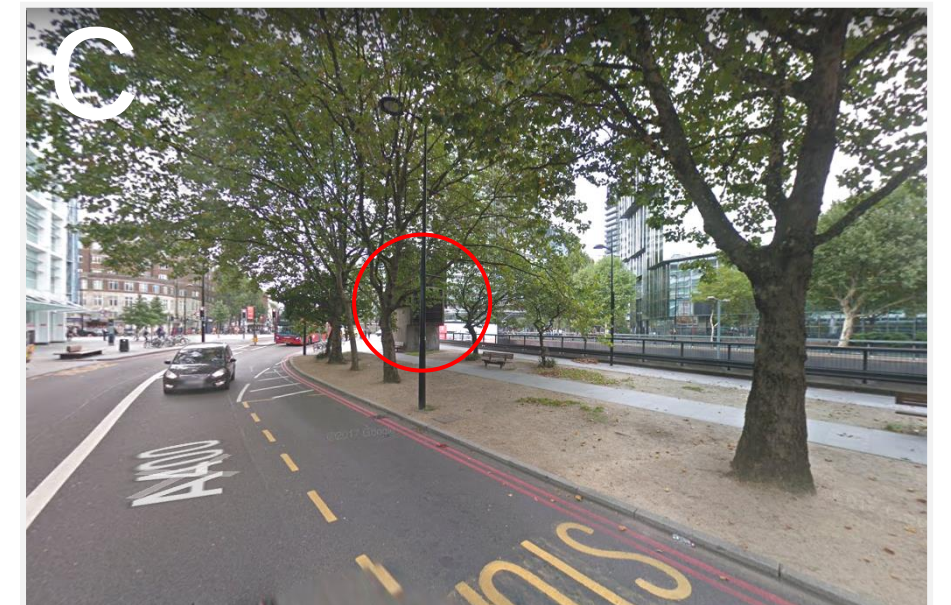
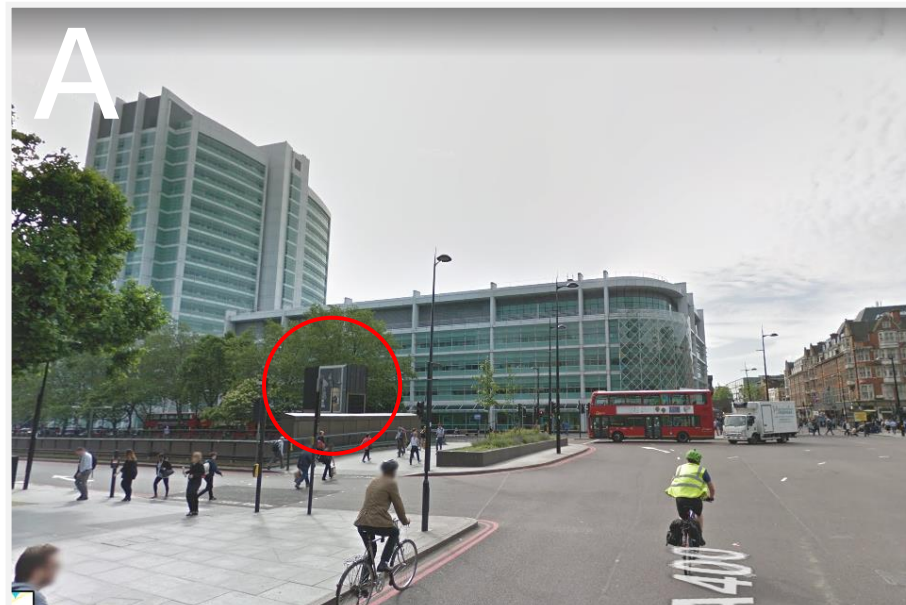
In recent years there has been improvements made to the side reveals of the underpass, which has been funded by advertising revenue from the two screens positioned either end of the underpass. Within this improved townscape the ventilation shaft stands out as an unattractive and functional structure that adds nothing to the locality. The proposal contained within this application seeks to redress that fact by recladding the structure to create a more inspiring and interesting piece of architecture that will complement rather than detract from the character and appearance of the area. The proposed alterations will also feature a living wall installation to provide a wall of greenery and continuation of the tree lined approach. The advertisement display, current affixed to the northern façade will be repositioned on the west facing façade of the new structure and integrated into the building fabric.

Site and Surroundings

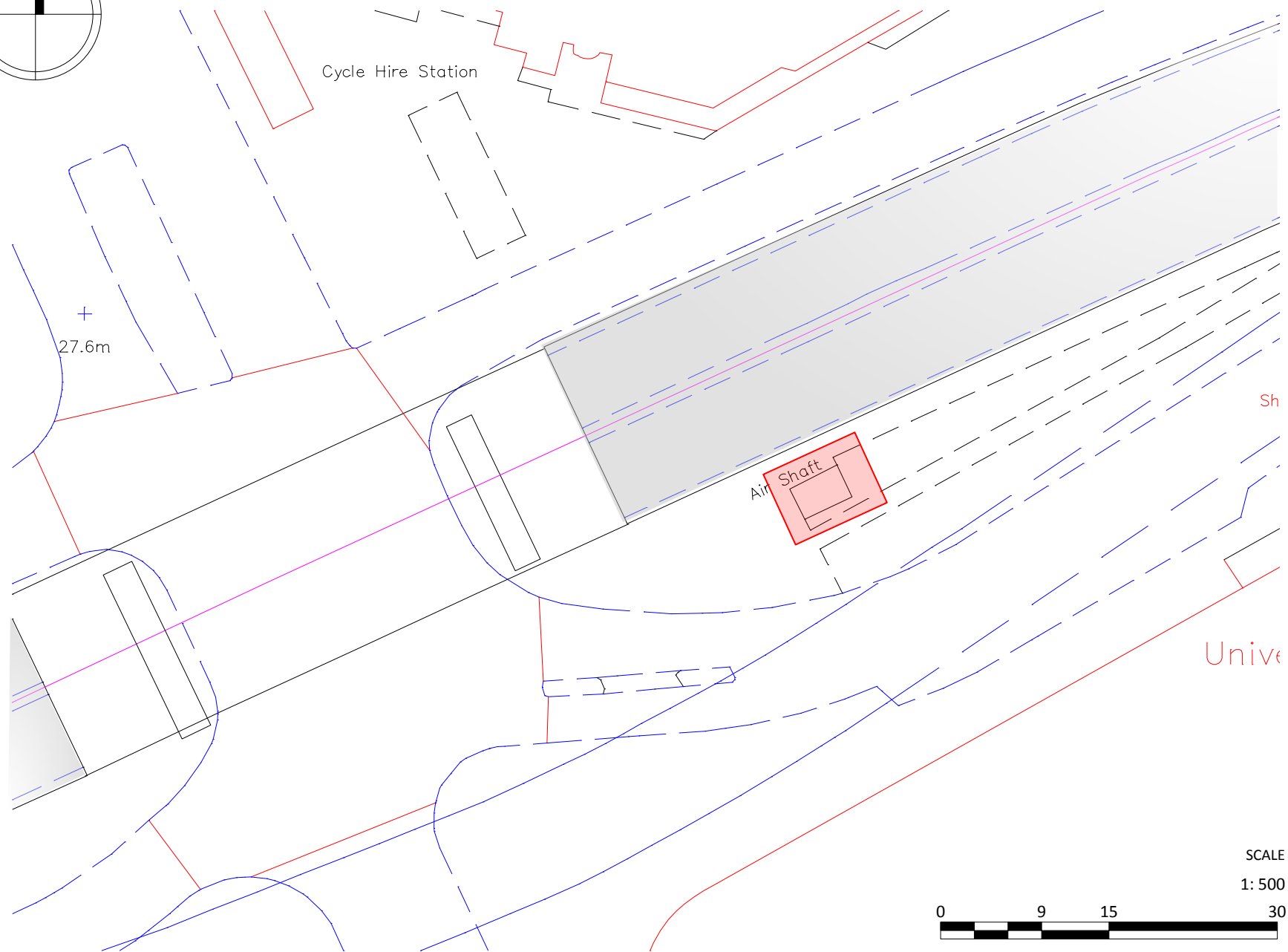
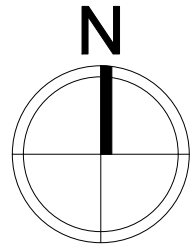


The application site is land on the north side of Gower Street, between the University College Hospital building and the Euston Road underpass. The site is part of a wider area of open land that includes a tree lined footpath and a concrete vent shaft structure at the application site, as illustrated in the images. The concrete structure features a backlit advertisement display affixed to the north facing façade of the building. The site is very close to the junction of Euston Road, Tottenham Court Road and Hampstead Road. The main interchange, known as Euston Circus, has in recent years been redesigned to simplify vehicular and pedestrian movements through the junction, however it remains a busy and vibrant part of the City. The A40 Euston Road underpass runs below Euston Circus and carries large volumes of traffic throughout the day and night.

The Euston Road and Hampstead Road approaches to the appeal site are tree lined, which softens the hard concrete urban landscape. The surrounding built form is on a grand scale with many tall office buildings found along each approach to Euston Circus. Any concept of human scale has been lost in the evolution and development of the area. The skyline is dominated by a range of uses that include office, healthcare and retail outlets. At street level, the pedestrian experience is one of a bustling and busy urban environment with heavy traffic on all routes, with the Euston Road experiencing one of the worst air quality in London. The application site does not lie in a conservation area and none of the buildings in its immediate vicinity benefit from special protection in planning terms. To the contrary, the site is in an area lacking any design cohesion and the overwhelming sense is of a busy urban setting and of an important route to and through the centre of London.

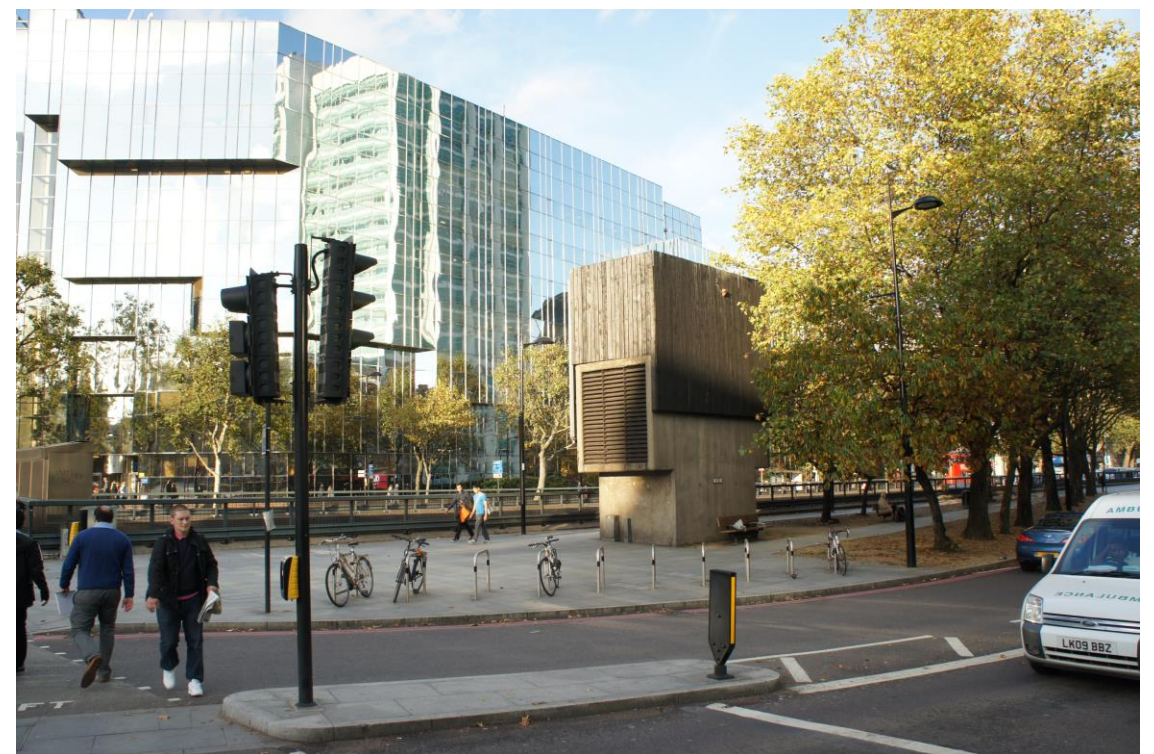


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| CLIENT | TfL/LUL |
| SCALE | 1:1250 @ A3 |
| DRAWING | Site Plan |
| REFERENCE | A01348/01 |



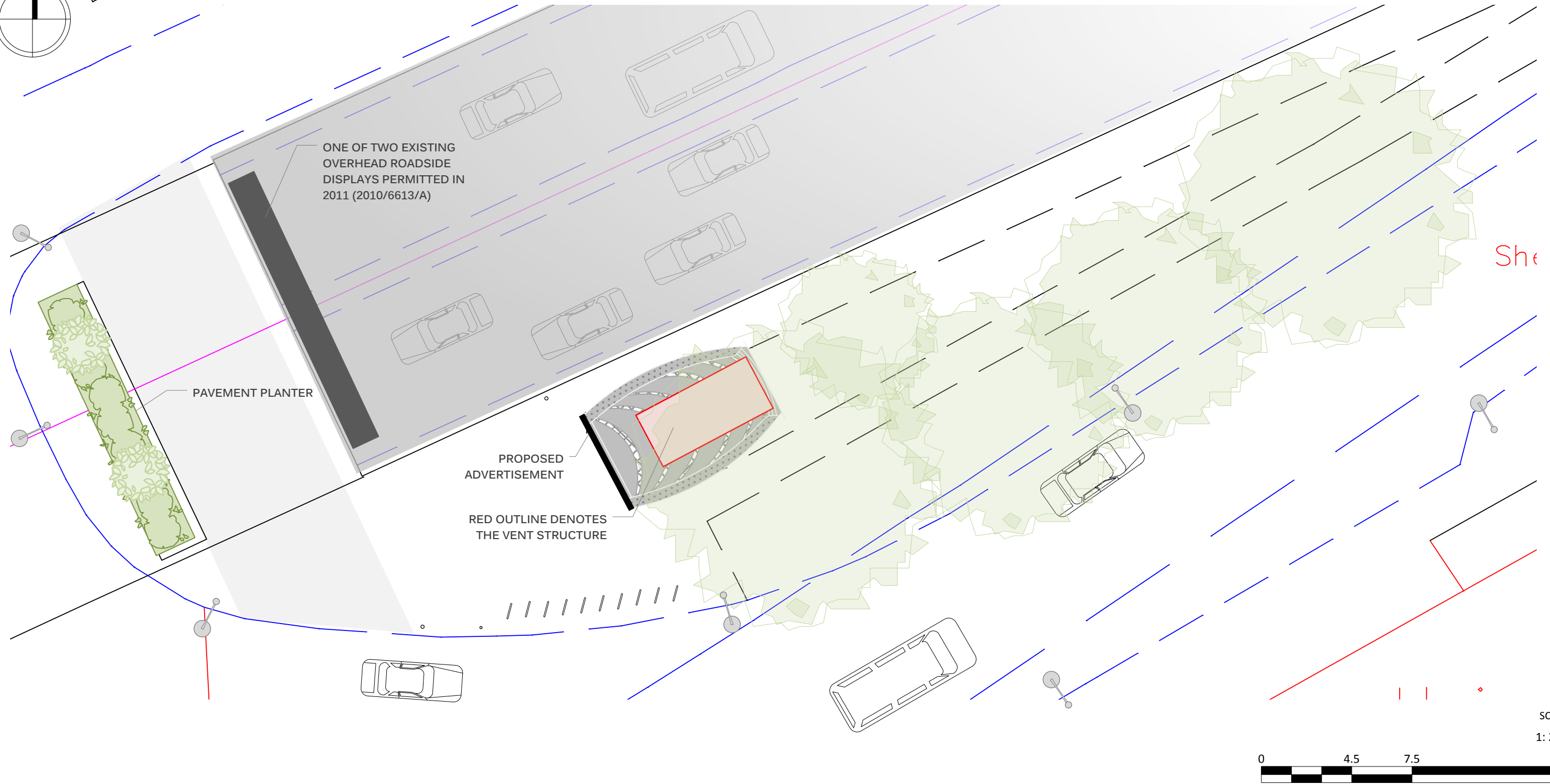
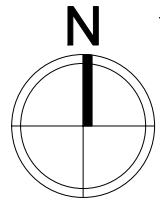
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Site Location Plan



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| JOB | Euston Road Vent London NW1 2AF |
| CLIENT | TfL/LUL |
| SCALE | 1:500 @ A3 |
| DRAWING | Site Location Plan |
| REFERENCE | A01348/02 |





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| CLIENT | TfL/LUL |
| SCALE | 1:200 @ A3 |
| DRAWING | Block Plan |
| REFERENCE | A01348/03 |

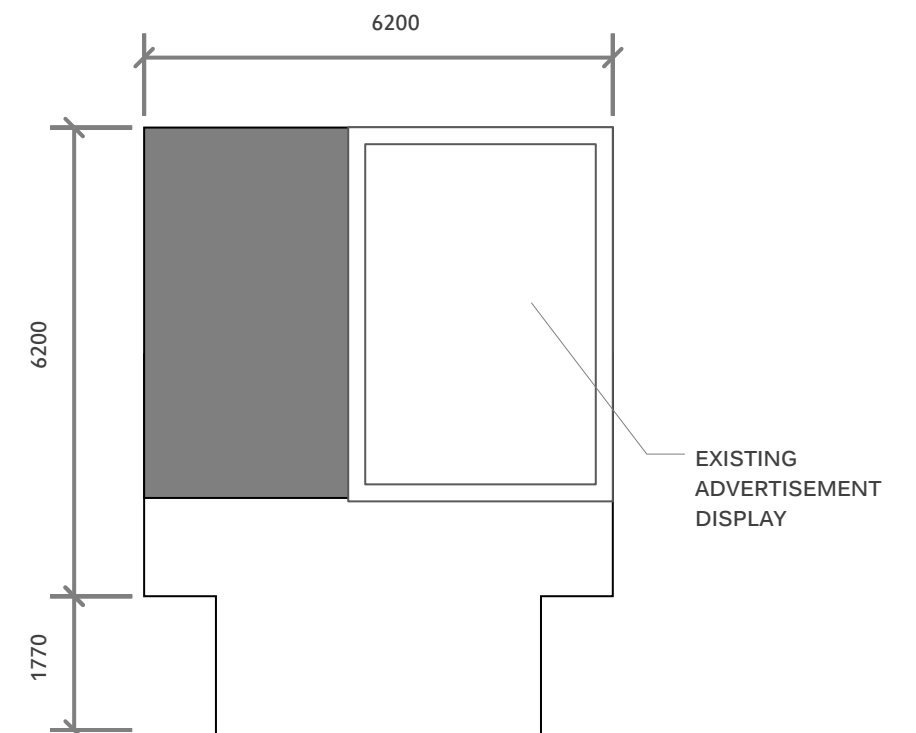
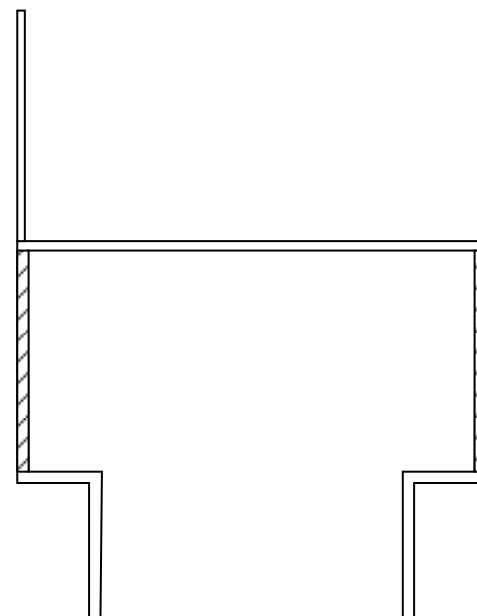
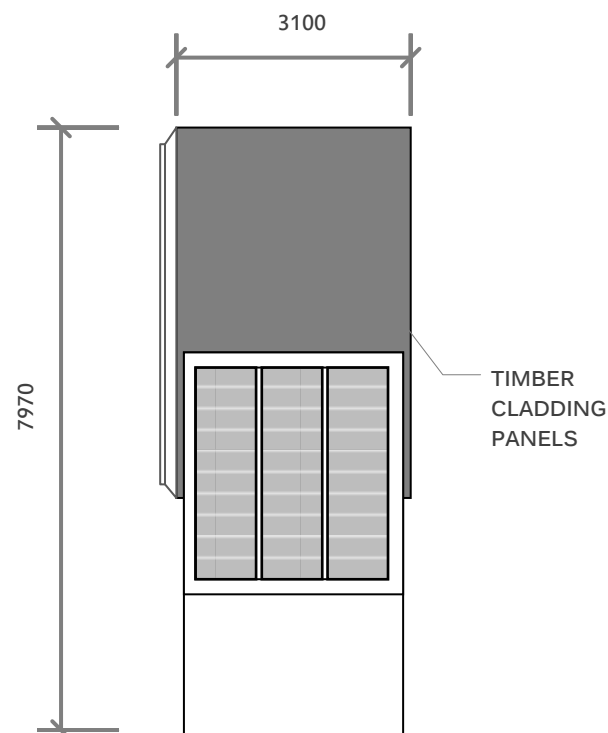
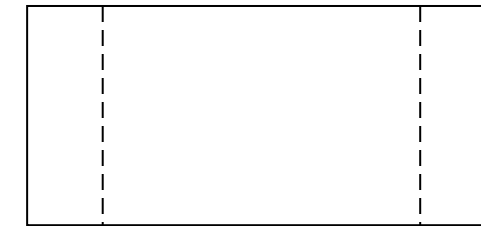
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Existing Structure Elevation



SCALE
1: 100



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| SCALE | 1:100 @ A3 |
| DRAWING | Existing Vent Shaft |
| REFERENCE | A01348/04 |

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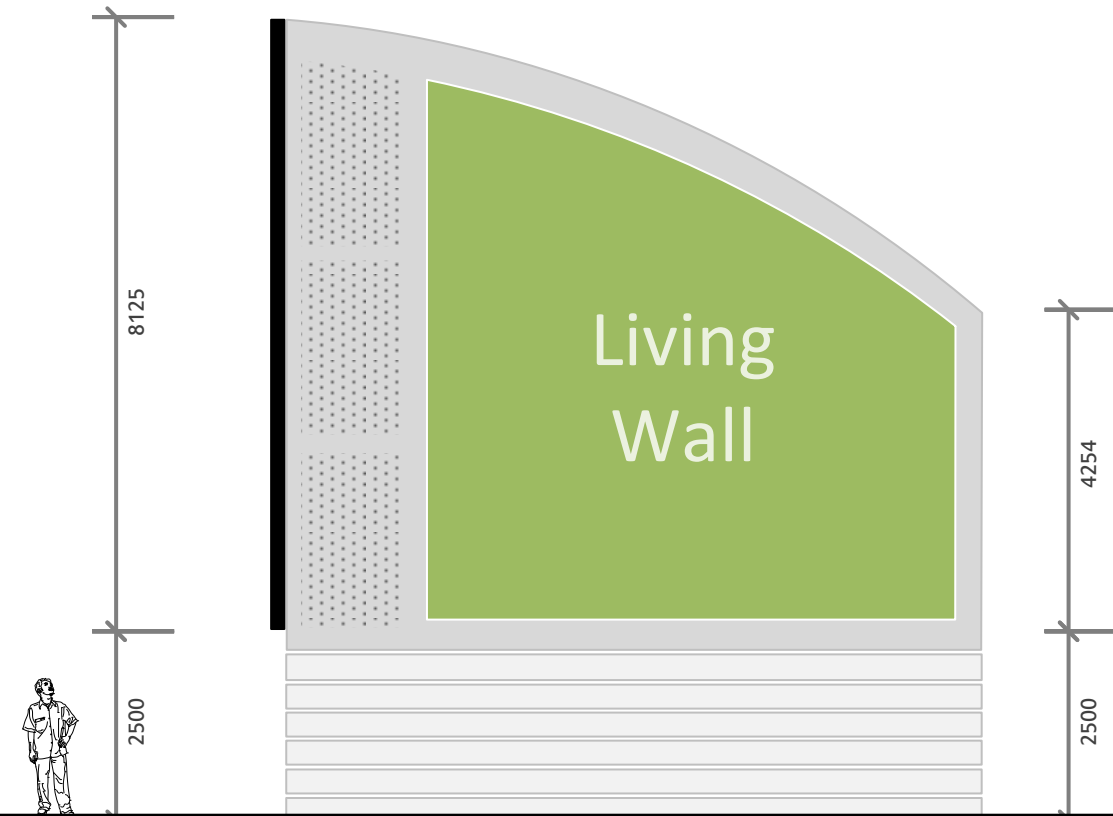
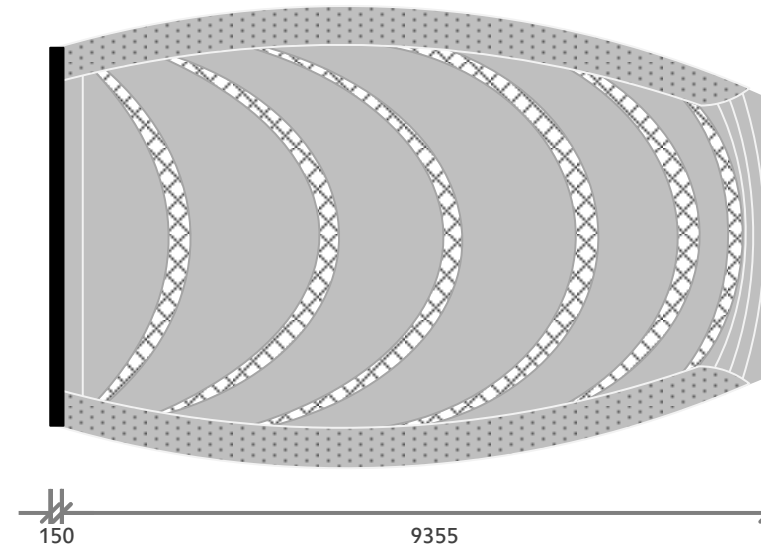
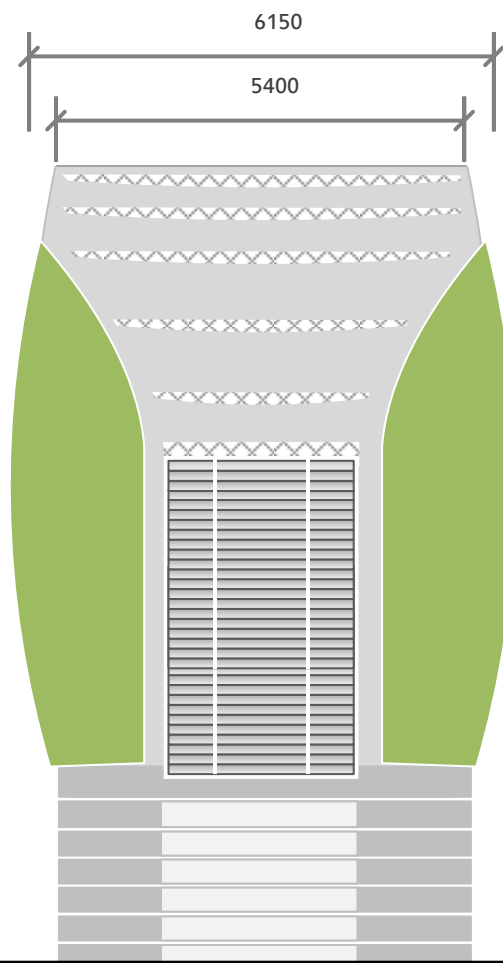
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Proposed Structure

Facing West



Facing East

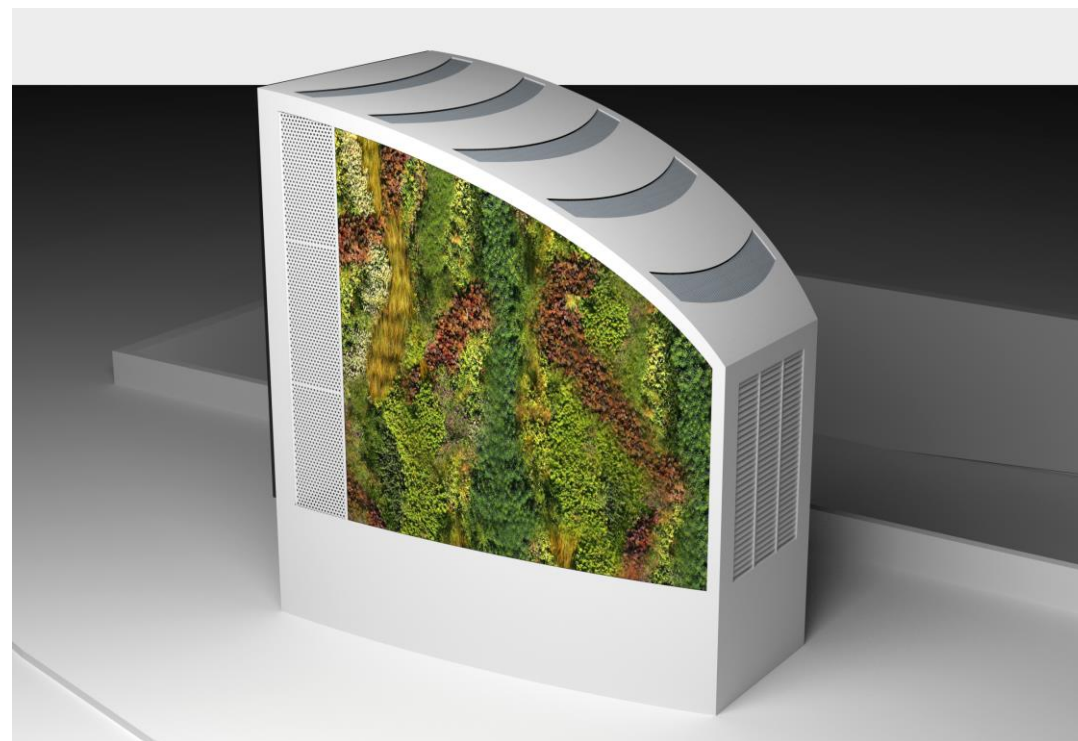


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| SCALE | 1:100 @ A3 |
| DRAWING | Proposed Display Structure |
| REFERENCE | A01348/05 |

Rendered Images



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| SCALE | N/A |
| DRAWING | Rendered Images |
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Rendered Images



The image left shows the proposed altered structure illustrated as it would be seen within the context of the surrounding built form, which from this vantage shows the scale and design of University College Hospital. The building scale within the context of the application site is vast and will remain the dominant feature of the area, dwarfing the size of the vent shaft building.

The proposed alterations to the vent shaft structure will have the effect of transforming a rather ugly and neglected item of infrastructure into a more interesting design and one that reflects the look of the locality. The image above shows the current view of the vent shaft and shows the position of the existing illuminated advertisement on the northern façade.

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| SCALE | N/A |
| DRAWING | Rendered Images |
| REFERENCE | A01348/07 |

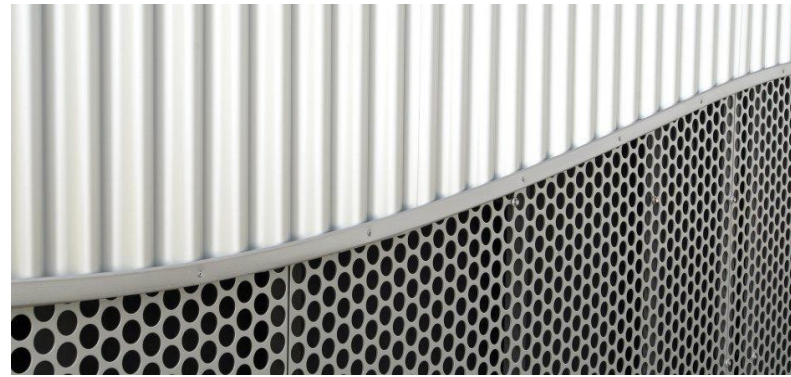
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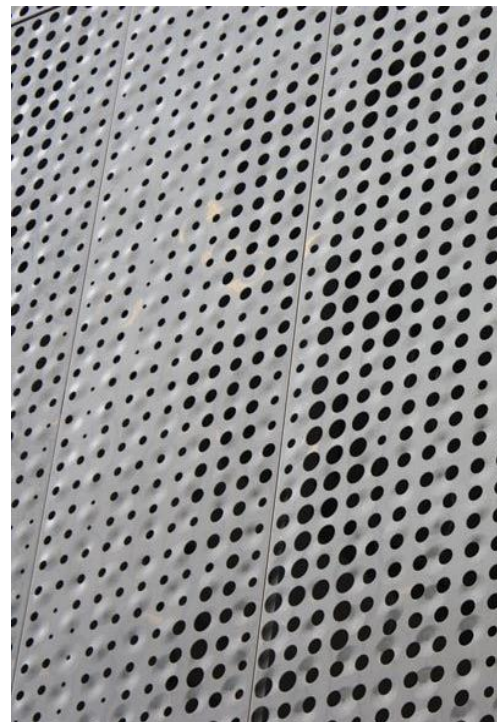


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Material Palette



The exterior of the structure will be constructed using a light weight steel and alloy clad system perforated to aide air circulation and extraction. The horizontal street level recesses forming part of the design can be highlighted with feature lighting. The use of down-lighting can also provide a gentle wash of light to the adjoining footpath. The use of feature lighting to enhance the architecture of a building is not uncommon on the area, as is found on the façade of UCHL, which can add visual interest and effect at night.



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| CLIENT | TfL/LUL |
| SCALE | N/A |
| DRAWING | Material Palette |
| REFERENCE | A01348/08 |



Screen Specification

Using Valo Digital Technology by Daktronics

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 365mm x 365mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation.

User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option

- > IP67 protection
- > Radiant calibrated system
- > Choice of Nichia & Everlight LEDs
- > Front access maintenance options
- > Lightweight and slim to reduce installation costs
- > Super-sized modules for quick and easy installation
- > CE & UL certification



Robustness and Durability

Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features. Brightness level not affected by extreme temperatures and does not degrade over time like other technologies. Best in class product in term of visibility in direct sunshine. Improved reliability and life through expert thermal and solar management design.

Certifications

CE

Manageability

Extensive monitoring capability through digital image verification that gives immediate feedback about display performance. Intelligent monitoring/control and maintenance features.

Modularity

Modular design for simple on-site service.

Vandalism

Screen front opened by the use of special keys. Screws and fixing gears are invisible. Panel composed of unalterable materials. Encrypted transmission between JCDecaux NOC and the digital displays. High quality materials and coating.

Screen Information

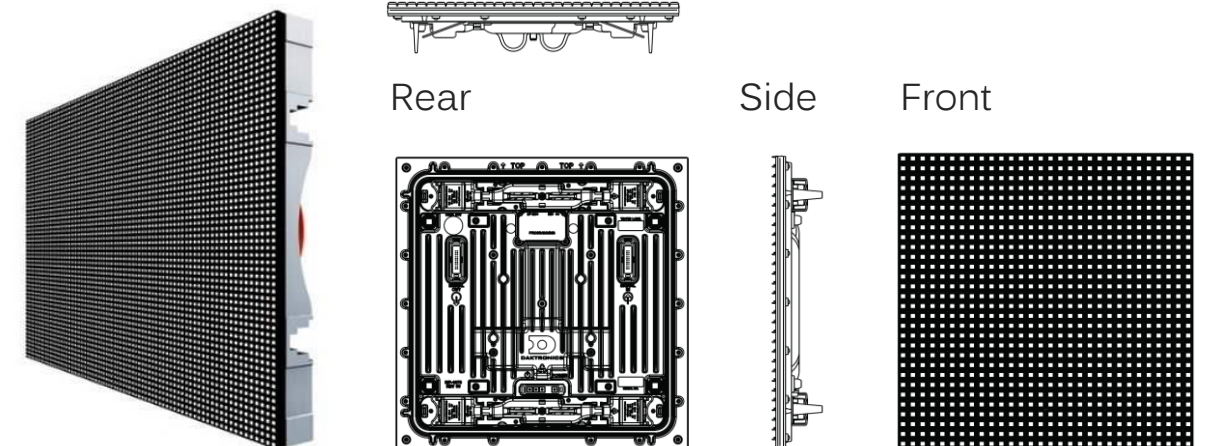
| | |
|-----------------------|---------------------------------------|
| Pixel Spacing (mm) | 10 |
| Rows and Columns | 21 x 13 |
| Pixel Configuration | RGB LED |
| Calibrated Brightness | 2500 Cdm ² Max |
| | 300 Cdm ² Night Time Limit |
| Lifetime ½ brightness | 100,000 hours |
| Viewing Angle | |
| Horizontal | 140° |
| Vertical | 60° |
| Video Processing | Daktronics 19bit LED Image |
| Colour Processing | 14 bit |
| Colour temperature | 3500° – 9500° K |
| Dimming Capability | 5 bit (32 levels) |
| LED Refresh Rate | 1000Hz |
| Contrast Ratio | 1000:1 |
| Calibration | Full Depth LED to LED |
| Service Access | Front |
| Cabinet Depth | 300mm |
| Cabinet Construction | All Aluminium |
| Overall Area | 8010mm x 5090mm |
| Display Area | maximum 7680mm x 4755mm |
| Display Weight | 44Kg per m ² |
| Power Requirements | |
| Max | 15840 watts |
| Typical | 4752 watts |

Temperature Rating
Weatherproofing
Ventilation
Graphics Capability
Data to Display
Pixel Processing

-39° – 49° C
IP 55/ IP 65
Fan Filter
VGA/DVI to UXGA
Remote Internet/Network
Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy
Using controlled intensity overcomes harsh lighting conditions such as direct sunlight

High Brightness

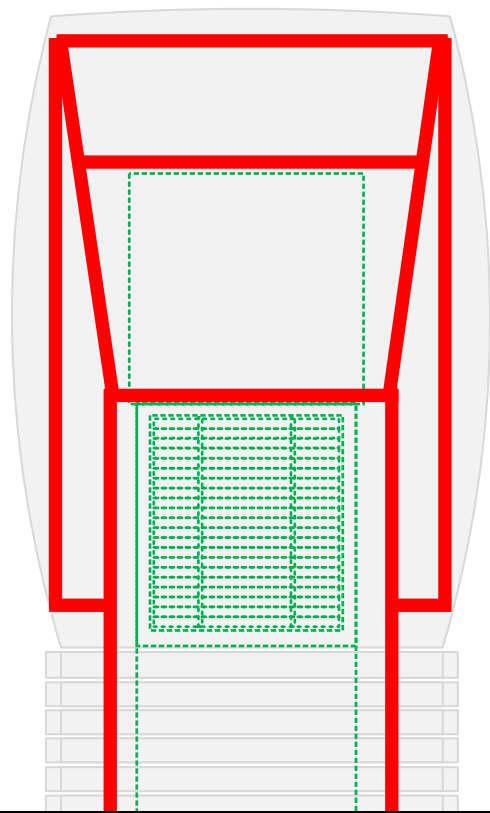
Module: Top



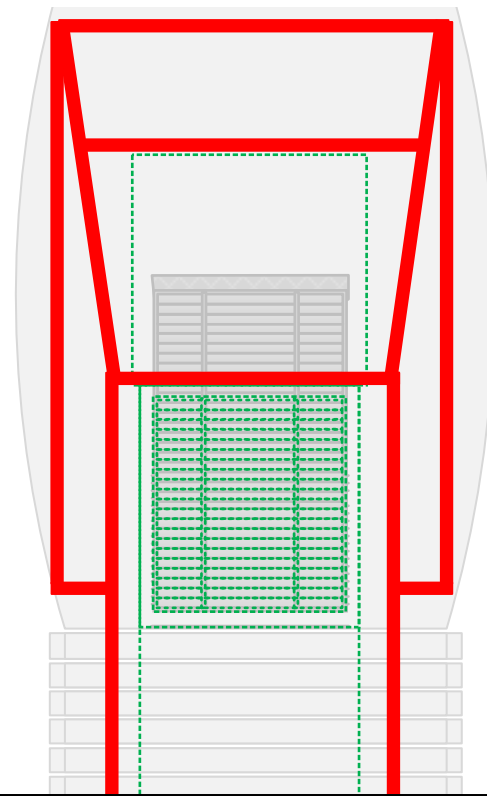
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| JOB | Euston Road Vent London NW1 2AF |
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| SCALE | N/A |
| DRAWING | Screen Specification |
| REFERENCE | A01348/09 |

Structural Frame

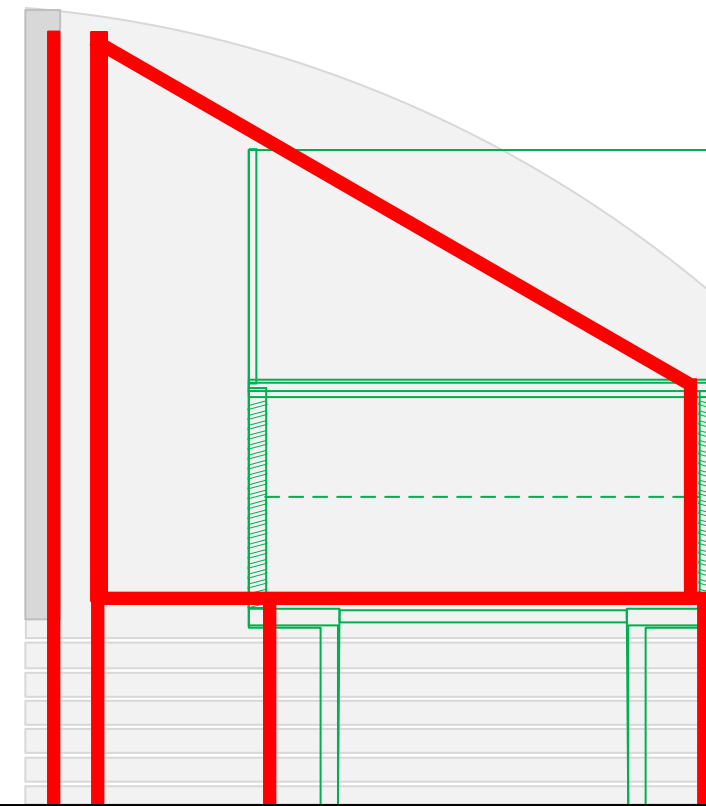
Facing West



Facing East



Facing South

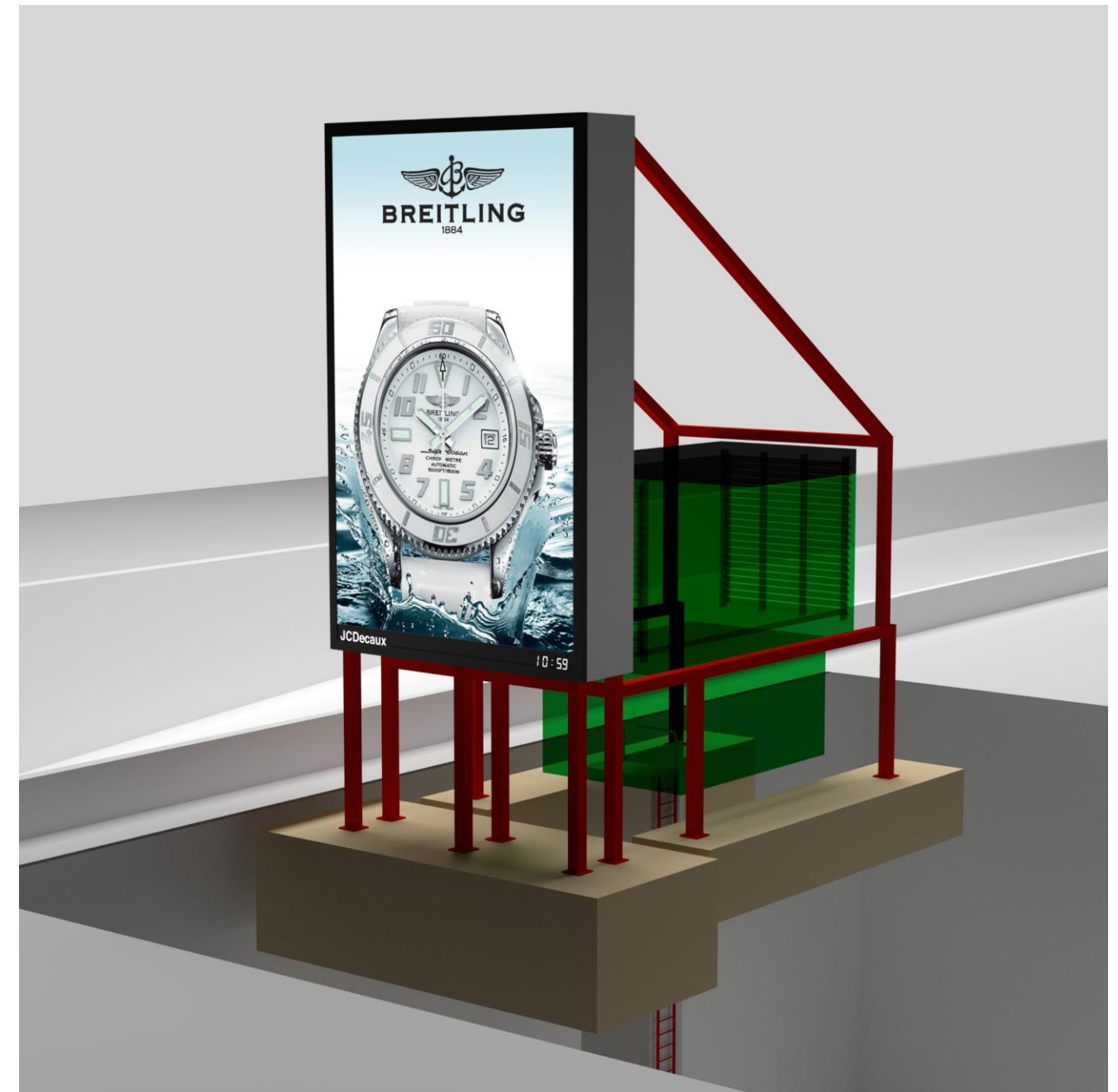
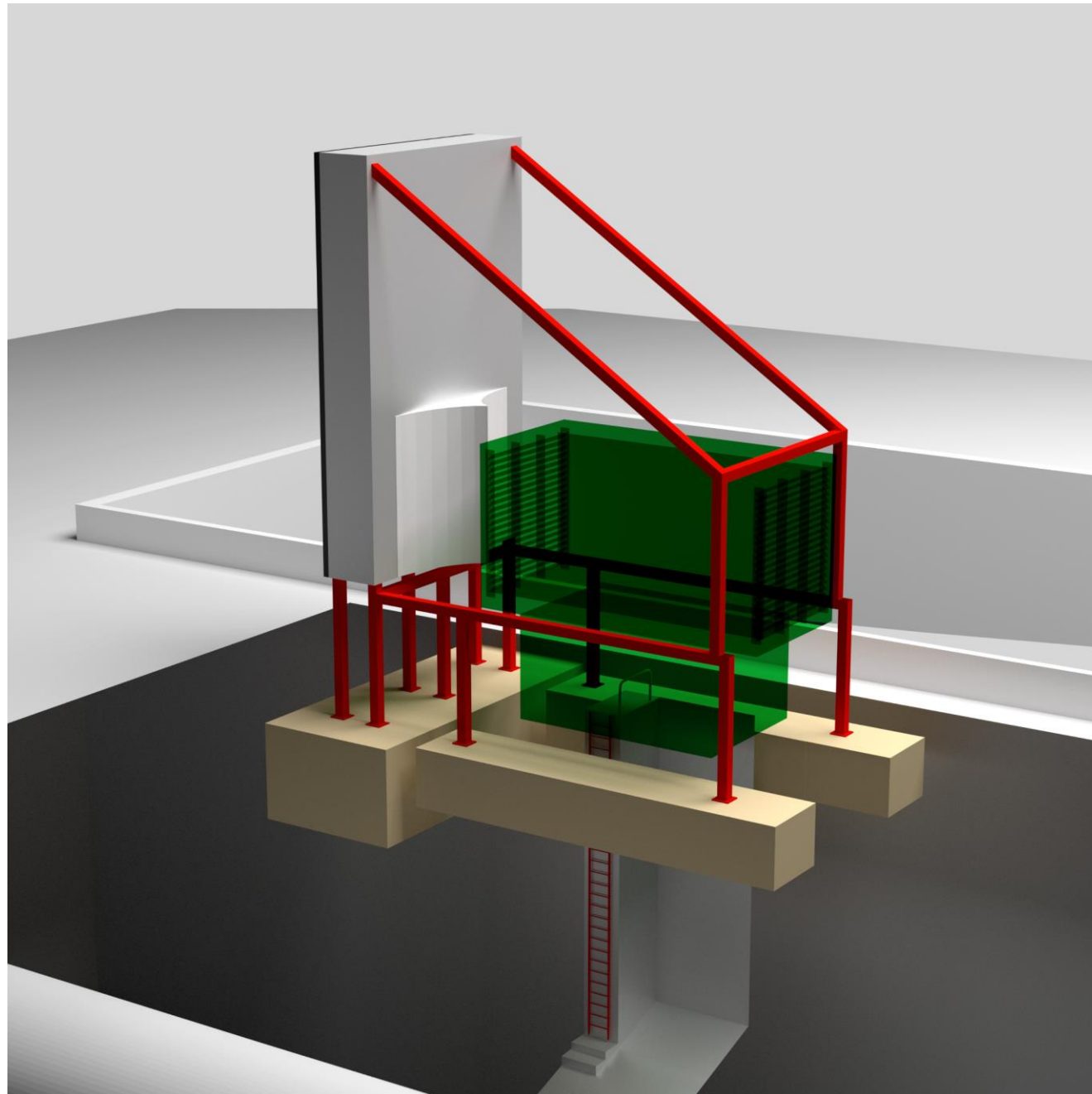


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| CLIENT | TfL/LUL |
| SCALE | 1:100 @ A3 |
| DRAWING | Structural Frame |
| REFERENCE | A01348/10 |

Structural Frame



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| CLIENT | TfL/LUL |
| SCALE | N/A |
| DRAWING | Frame Image |
| REFERENCE | A01348/11 |

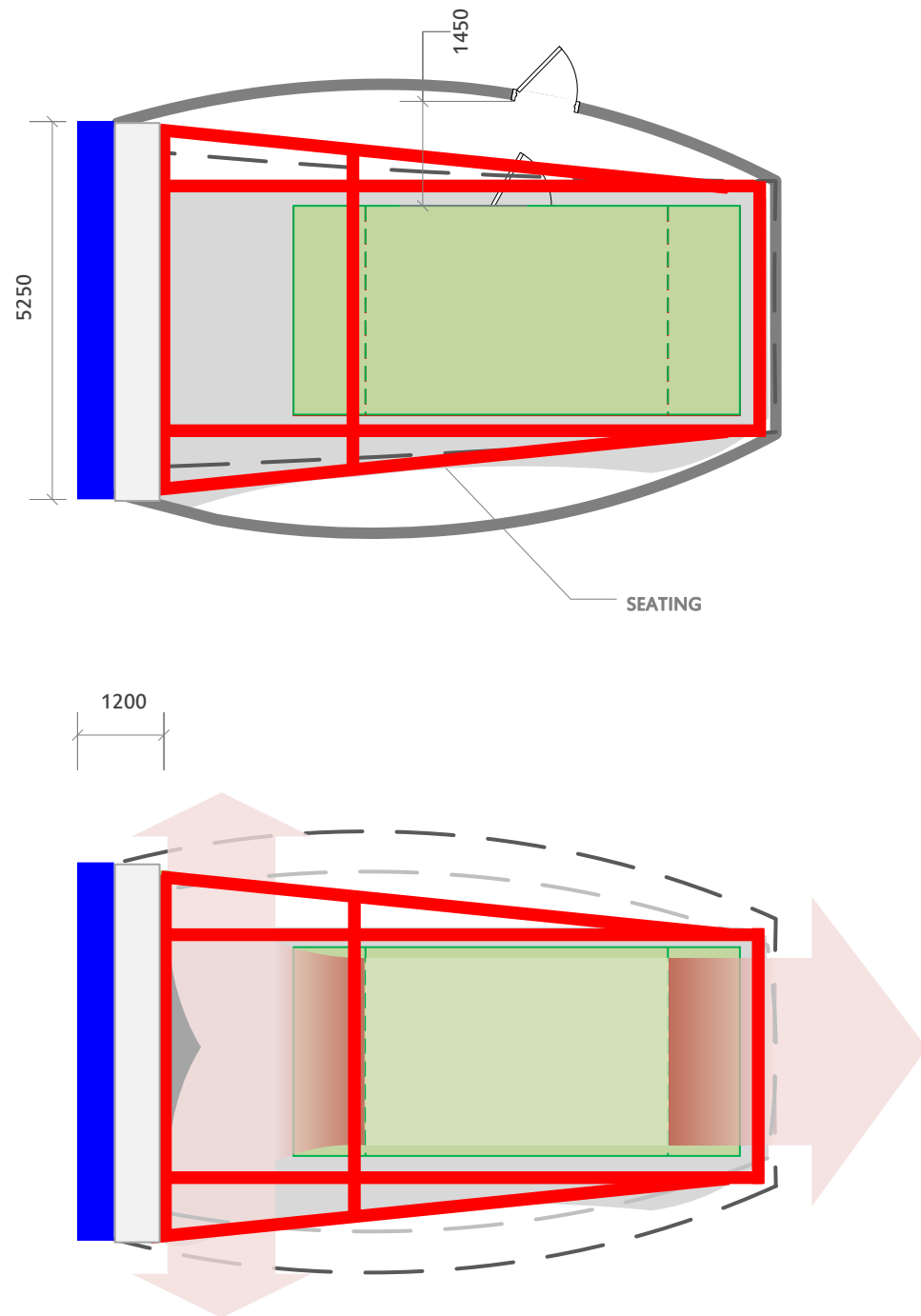
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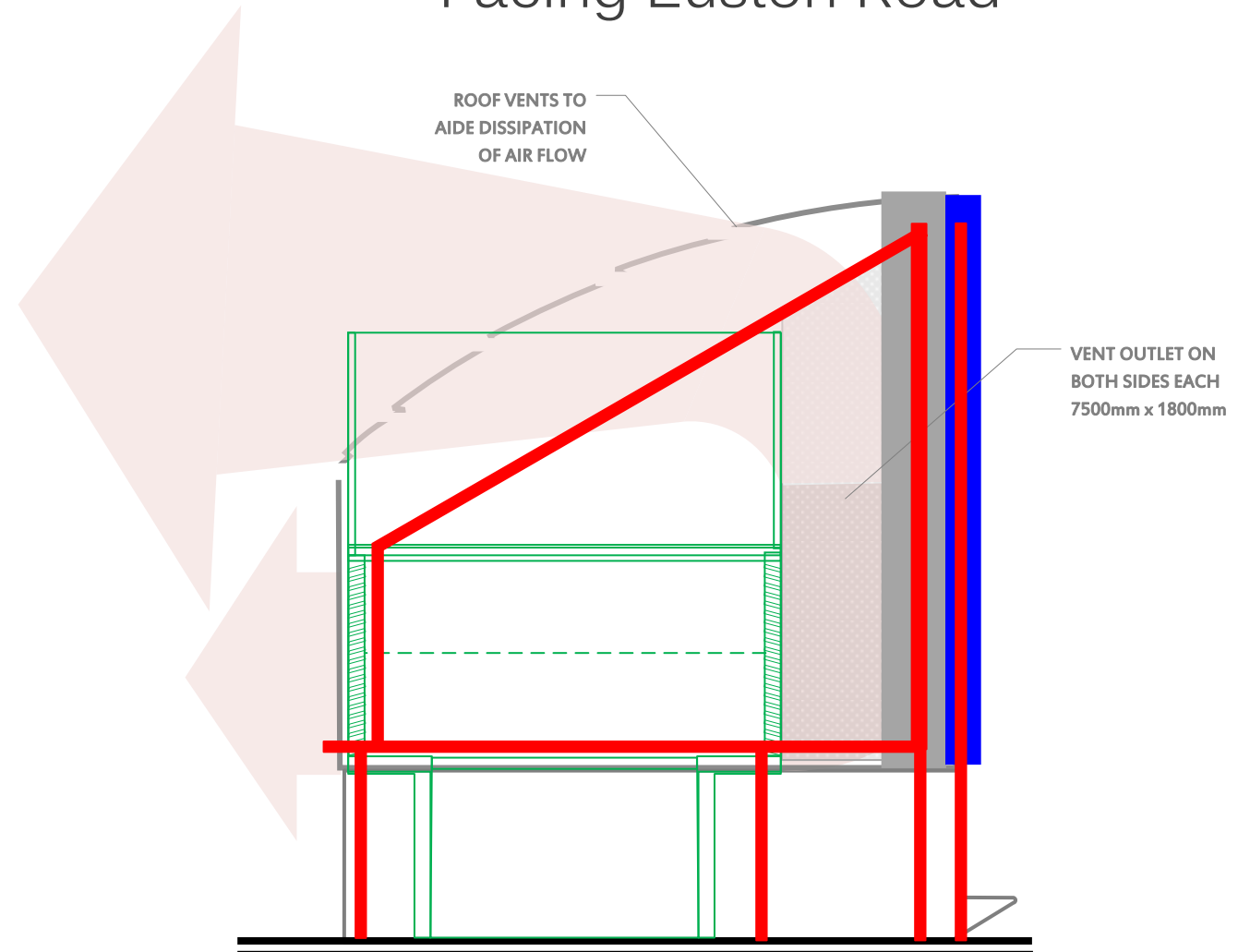


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Plan



Facing Euston Road

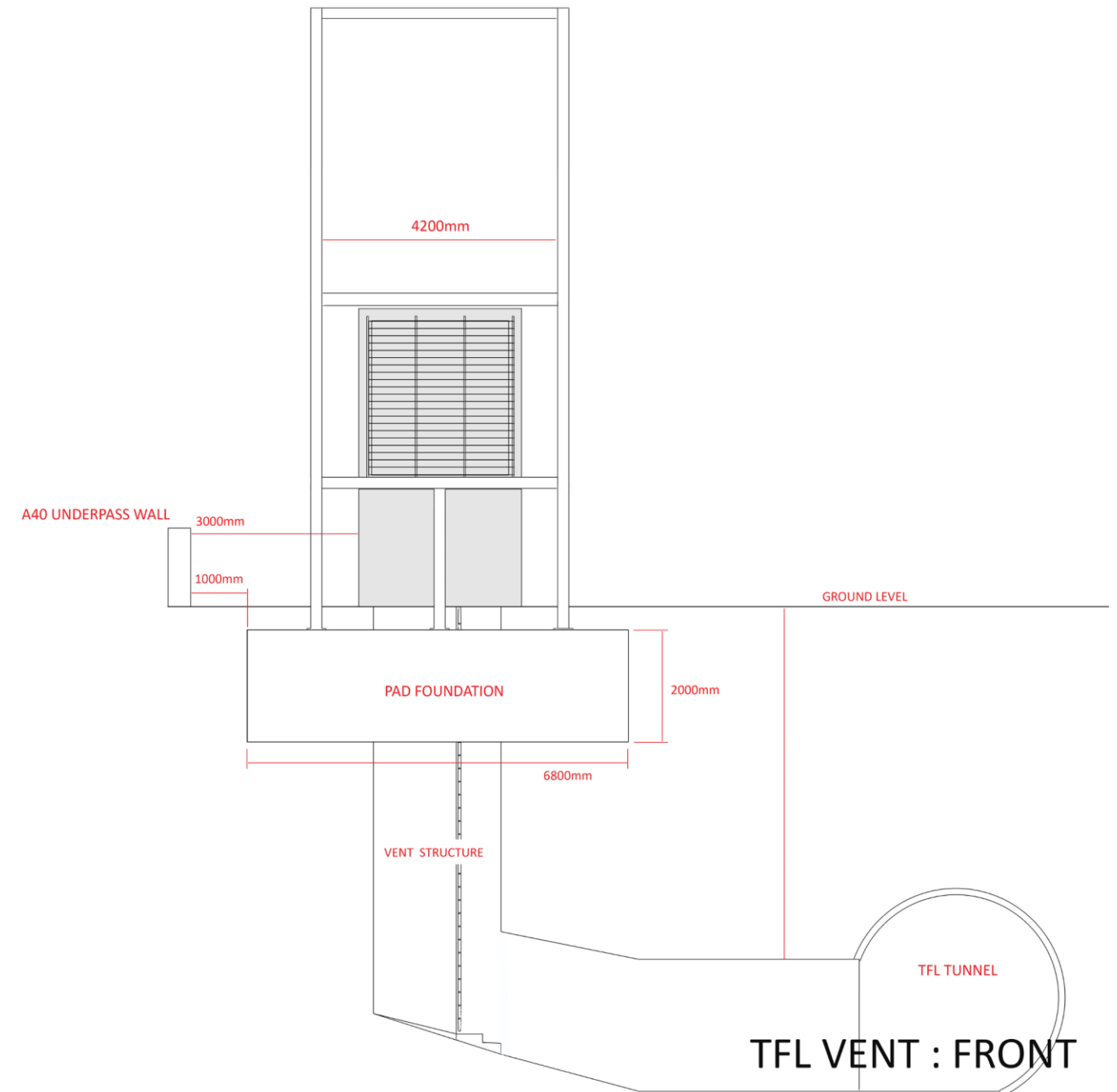
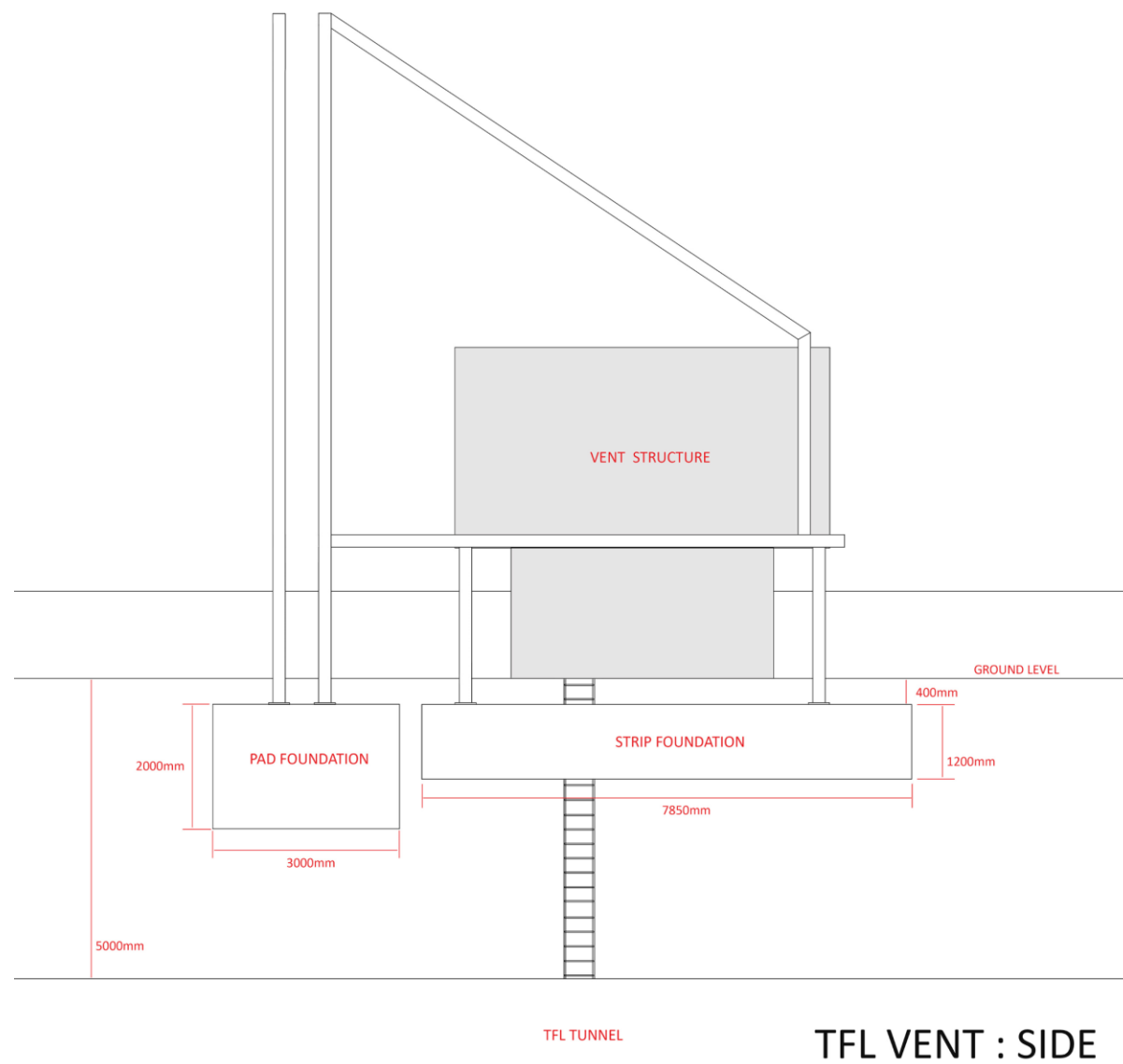


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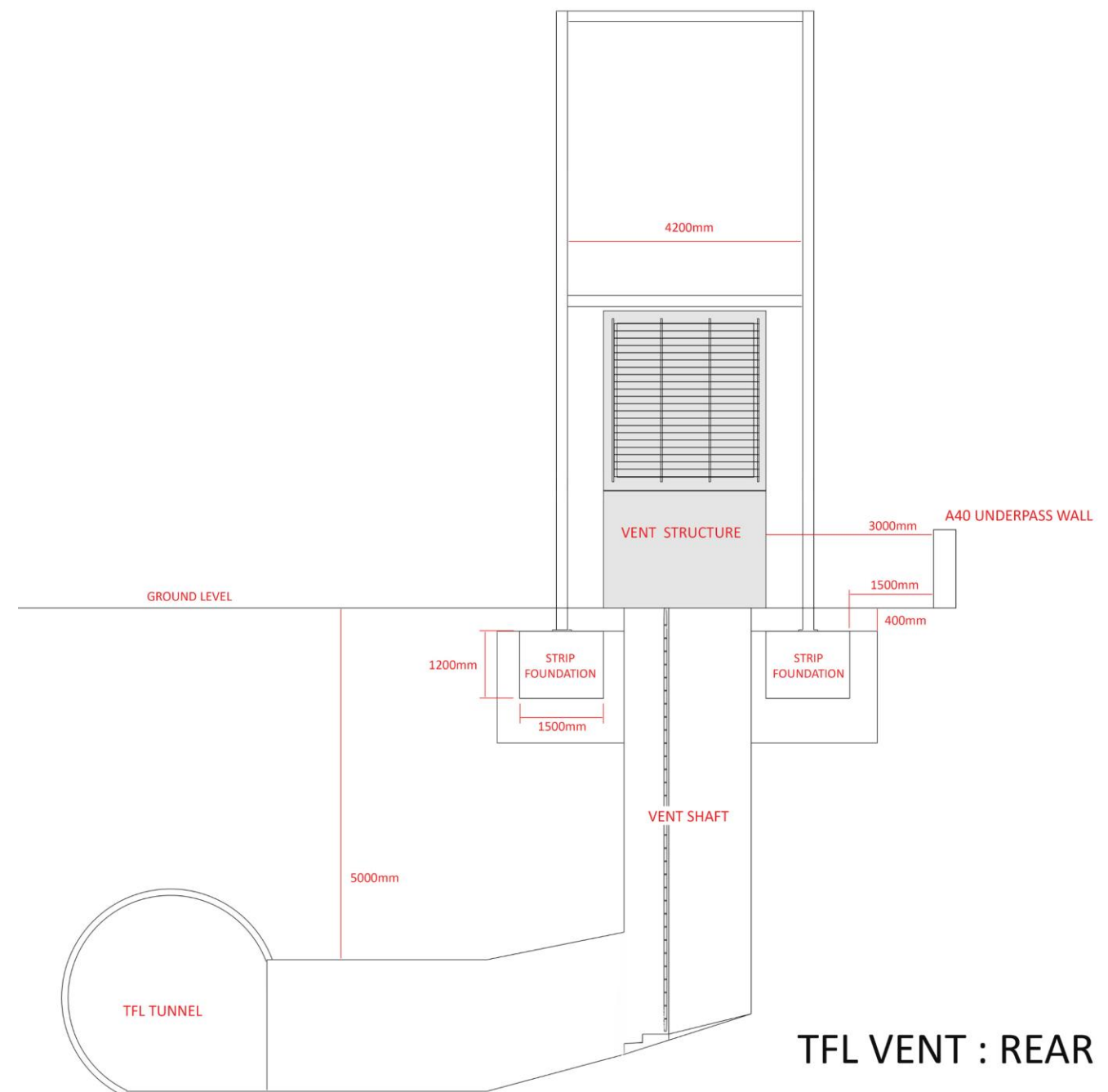
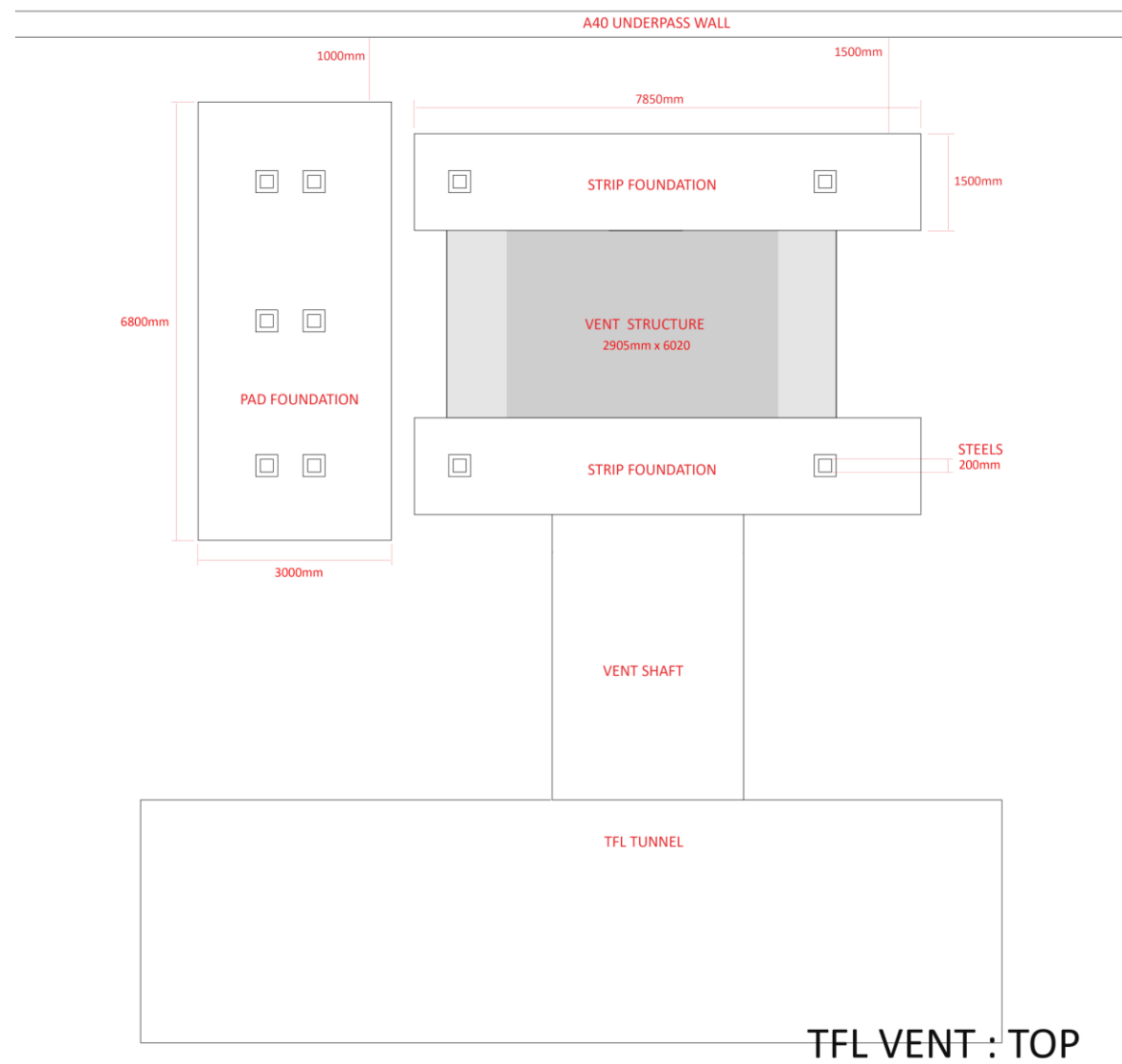
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| JOB | Euston Road Vent London NW1 2AF |
| CLIENT | TfL/LUL |
| SCALE | 1:100 @ A3 |
| DRAWING | Venting Plan |
| REFERENCE | A01348/12 |

Structure Foundations



| | |
|-----------|---------------------------------|
| JOB | Euston Road Vent London NW1 2AF |
| CLIENT | TfL/LUL |
| SCALE | N/A |
| DRAWING | Vent Shaft Plan |
| REFERENCE | A01348/13 |



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|-----------|---------------------------------|
| JOB | Euston Road Vent London NW1 2AF |
| CLIENT | TfL/LUL |
| SCALE | N/A |
| DRAWING | Vent Shaft Plan and Foundations |
| REFERENCE | A01348/14 |